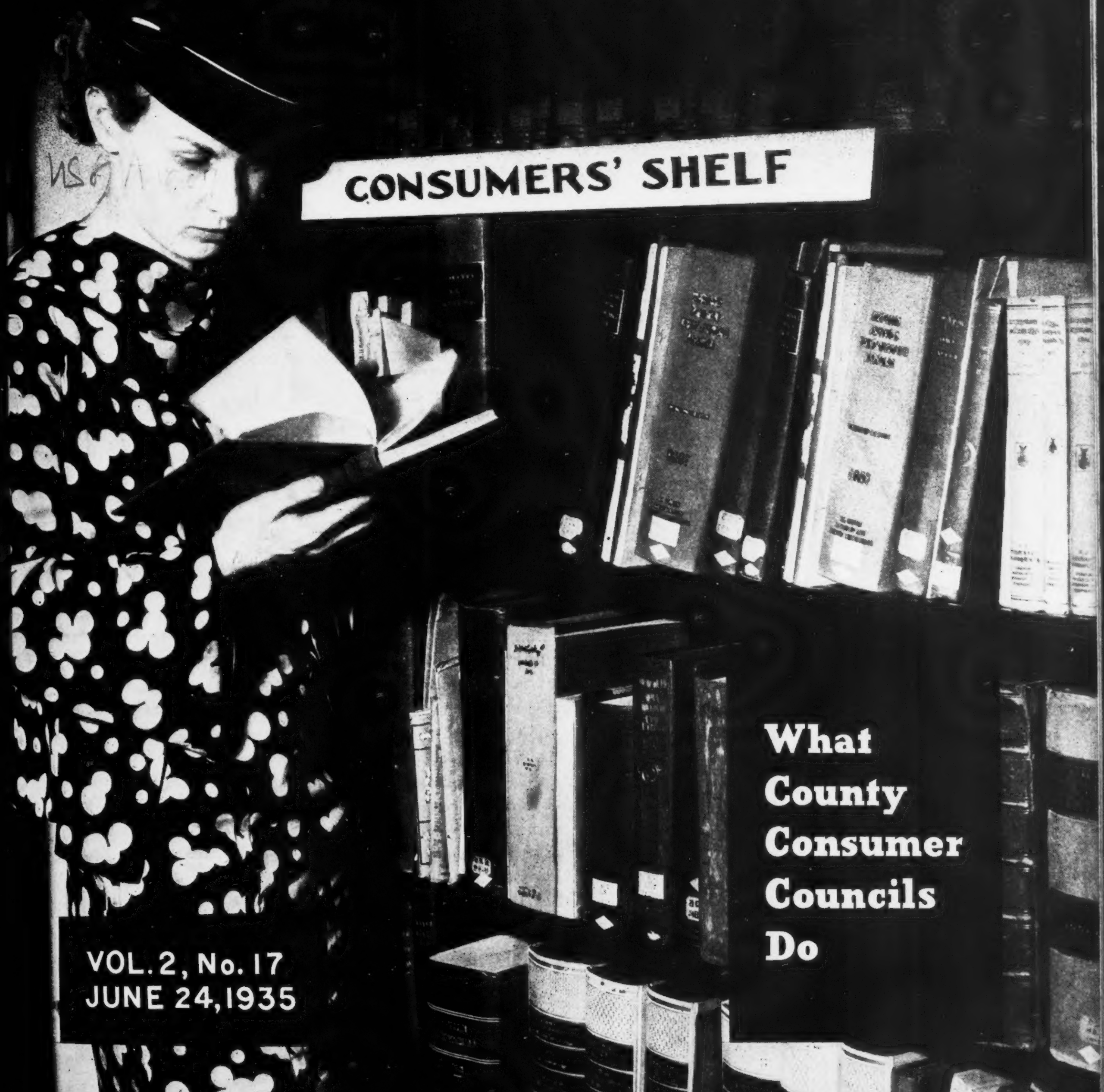
Consumers' Guide



What County Consumer Councils Do

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CONSUMER QUERIES *and* COMMENTS

"WE used to buy bananas by the dozen. Now we buy them by the pound and it works out much better for the consumer. Why would it not be better in buying oranges, too?" asks a consumer in Illinois. If quantity of juice is important to you, buying oranges by weight is a good gauge of value. Heaviest oranges usually have thinnest skins. Thinnest skinned oranges usually have most juice. Even though you do buy by the dozen, you are—indirectly—buying by weight. Oranges are classified according to the number contained in standard size boxes. The standard box of Florida oranges usually weighs 90 pounds; of California oranges 70 pounds. There are about 9 recognized sizes of Florida oranges, ranging from 96 to 324, sometimes to 344, in a box. If you bought a pound of Florida 96's, you would get 1.4 oranges; if you bought a pound of Florida 324's, you would get some 3.6 oranges. Out of a box of good Florida's, whatever the size, you can count on getting at least 4½ gallons of juice. This is the amount of juice that 75 to 80 percent of the oranges shipped out of Florida in a normal year will yield. Ordinarily, then, it takes 3½ of the 126's to produce one pint of juice, and 9 of the 324's to produce one pint. If 126's are selling—as they were in Washington, D. C., in May—at 55 cents a dozen, a pint of juice would cost about 16½ cents. If 324's are selling for, say, 15 cents a dozen, a pint of juice would cost around 11¼ cents, about one-third less.

> "Our economy functions best when the output of the shoe factory worker and the output of the wheat farmer, for example, are such that the maker of shoes can buy all the bread he needs, and the farmer can buy all the shoes he needs. This does not happen when we have a glut of wheat and a shortage of shoes. Somewhere there is a point of balance. It is to the interest of both groups to find it."
>
> HENRY A. WALLACE
> Secretary of Agriculture

"WHAT has happened to milk consumption in the past year?" a New York consumer wants to know. Less milk and milk products were consumed in 1934 than in any year since 1925. Several causes were back of this drop. For one thing, milk production in 1934 was lower than for any year since 1928. Drought in 1934—the worst for many farmers—reduced feed supplies, made milk production more expensive and prices to consumers higher. With low production, consumers ate up a lot of the storage stocks of dairy products. Dairy products in storage dropped a third during the year. Milk production in 1935 is gradually stepping up again, as effects of the drought are wearing off. Butter imports, bigger in the early months of 1935, will probably dwindle. Pick-up in consumption depends on how prices move in relation to consumers' incomes.

MORE pounds of candy went down American throats in 1934 than in 1933, the Department of Commerce reports. Sales in pounds increased 11.3 percent. Sales in dollars went up 15.1 percent. Biggest increase of all was in molded chocolate bars, up 30.4 percent. Plain package goods went up 28.9 percent; penny goods up 22.4 percent. Full report on "Confectionery Distribution in the United States, 1933-34" is available from the Bureau of Foreign and Domestic Commerce, Washington, D. C., for 10 cents.

SUGAR BEET farmers must prove they have lived up to child labor provisions of their contracts with AAA before they receive final 1934 and first 1935 benefit payments. These contracts prohibit labor of children under 14 in sugar beet fields and limit labor of children between 14 and 16 years to 8 hours a day. Children of producers signing contracts and of tenants actively engaged in the management of a farm they lease are exempt.

When Consumers Get Together

County Consumer Councils—created by the Consumers Division of the National Emergency Council,—show what consumers can do about food problems when they work for themselves.

MAYBE you are a consumer who takes your ice cream for granted. Out in St. Paul there are some consumers who do not. The county consumer council in that city decided they would find out what was in the ice cream they bought—how much of it was air, how much food, how safe to health it was. They bought samples—all sold at 15 cents a pint—from eight ice cream manufacturing companies, then asked the Minnesota State chemist to analyze the samples.

HERE is what the chemist found: Butterfat in these eight creams varied all the way from 13 to 18 percent. (Average butterfat content of ordinary coffee cream is 18 percent. Some manufacturers make ice cream with 20, some with 30 percent butterfat content.) If you eat ice cream for refreshment, not for nourishment, butterfat is not so important.

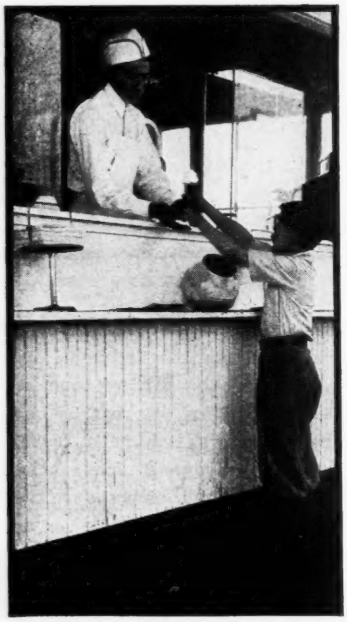
WHEN the Government buys ice cream it specifies that there shall not be more than 50 percent overrun. Overrun is the name manufacturers give to the expansion that comes with freezing. An overrun of 50 percent means that about a third of the ice cream is air. Samples tested by the Minnesota chemist showed an overrun ranging all the way from 38 to 95 percent.

EVEN more surprising results came from the chemist's test for bacteria. So surprising that he called for another batch of samples to check his findings. From both examinations he found the number of bacteria per cubic centimeter varied from 5,000 to 950,000. Government specifications for ice cream it buys say the bacteria count must not be over 50,000.

THERE were the facts. Some of the ice creams consumers were buying in St. Paul had a clean bill of health, a good standard of quality. Others fell far below even minimum standards.

LOADED with this bill of particulars, the county council went to work. First they called on the State Department of Health, to ask that it make further investigation and get more vigorously on the job of enforcing State and city health requirements. Then they planned to call on the manufacturers, to secure their cooperation in raising low standards and maintaining high ones where they existed. Finally the council started working for the kind of protection consumers have in the District of Columbia where the Department of Health publishes each month a list of ice cream makes, giving the butterfat content and the bacteria count found in samples tested by the department.

SOMETIMES the best way to describe what things <u>are</u> is to tell what they <u>do</u>. County consumer councils are a case in point.



Consumers in St. Paul had an expert test ice creams to find out how safe to health each was and how each rated in food value.

TO SAY these councils are groups of "practical" consumers—housekeepers who do their own buying, workers with small incomes who must watch carefully where the pennies go, dirt farmers who actually wear overalls and workshirts, technical people like home economists, university and school teachers who are experts in consumer economics—gives only the shell of an idea. What these people—some chosen because of their recognized ability as representatives of the public interest, others because they represent existing organizations—do in their new capacity as consumer councilors tells much more.

TWO JOBS were given the county councils when they were created by the Consumers Division of the National Emergency Council in Washington. First, they were to serve as "two-way channels" for factual information. They were to channel <u>out</u> to their communities information on codes, marketing agreements, and other Government activities of interest to consumers. They were to channel <u>back</u> to Washington facts behind consumer complaints on the way these programs work. In this capacity they were to serve as outposts of the National Recovery Administration and the Agricultural Adjustment Administration. Second and equally important job given to these councils was to represent consumers in local communities. In this role they function like other local organizations.

CONSUMER problems galore bob up every day in the life of every community. Like the weather, they are talked about and fussed over, but few people make them their special charge.

HERE are groups of people brought together, not just to talk. County consumer councils are frankly an experiment. One hundred and fifty of them have been organized, but these few touch areas containing approximately three-quarters of the population of the country. All council members are volunteer workers. The only pay they get is the satisfaction of a job well done.

FOR MORE than a year now the county councils have been at work piling up a telling exhibit of what consumers can do when they get together on their own problems. Problems of clothing, heat, rent, food—everyday worries of consumers trying to stretch small incomes to cover big and little needs—have been tackled. What St. Paul's County Council did to get a better grade of ice cream is only one example. Other councils have turned their hand to scores of food problems.

WHEN complaints on food prices began coming in to the councils, they realized the first step in knowing how to judge these complaints was to have an accurate record of just what was happening to prices in general. For councils in cities where the Bureau of Labor Statistics collects price data, the record was at hand. Twenty-nine councils in other cities set to work to make similar price studies with the aid

of the Consumers Division in Washington. Frequently, results of these price studies are published locally so that consumers can compare prices. Some councils make special price comparisons between different types of stores, different parts of the city, different grades of foods.

ONE council in the State of Washington worked out food costs at different diet levels, using the Bureau of Home Economics' valuable study "Diets at Four Levels of Nutritive Content and Cost."

THREE Oklahoma councils report their data have been used by a personnel manager in computing budgets for wage earners; by a labor leader in arbitrating a wage dispute; by a school board in urging a salary increase for teachers.

TIMES were when consumers' best protection against unreasonable prices was the simple one of just not buying. In these days that is too often an empty weapon. Consumers used to be able to bargain over the prices they would pay. That power, too, has largely disappeared. Prices that were fixed in the market place are now frequently fixed long before consumers appear on the scenes. How to protect consumers' interest in these "administered" prices has been another problem councils have tackled. Some councils have sought for consumer membership on price control boards, while others have participated actively in public hearings on codes and licenses.

WASHINGTON'S State Agricultural Adjustment Act contains a provision that "producers, distributors, and consumers shall have equal representation upon all advisory committees--which consider, recommend, or advise--upon the question of retail price fixing", and one of the reasons for this consumer provision is that Seattle's consumer council got behind it. Philadelphia's council has pressed for the appointment of a consumer member to Pennsylvania's milk control board. A half dozen councils have represented consumers' interest in hearings on milk licenses or worked for consumer representation on local milk control boards.

WHEN the Metropolitan Detroit Milk Dealers Association announced an increase of 1 cent in the retail price of milk, following an increase of one-half cent to farmers, the consumer council in that city called for an investigation of the association's action. They objected to the control of prices by an unreviewed decision of the industry.

A MILK control bill proposed in the Georgia legislature would have imposed a stamp tax of 2 cents a can on evaporated milk. The De Kalb County Council, concerned over the burden this would mean to consumers with small incomes in Atlanta where much of the milk sold is evaporated, aided in defeating this proposal.

IN Scranton, Pa., the council worked to have passed on to consumers savings in cost of distribution at neighborhood milk stations where there was no delivery, telephone, loss-of-bottle costs, and small rent was paid.

Too low prices may make poor consumers out of producers. In Providence, R.I. the County Consumer Council joined with the Federal milk market administrator in protecting dairy farmers' returns.

INTELLIGENT consumer interest in price does not necessarily mean driving down prices. Behind every price consumers pay are prices paid to workers, farmers, and miners. If these producers are to be good consumers, the fairness of the prices they receive must be safeguarded. Pushing down on retail prices sometimes results in nothing but pushing into poverty the workers who produce the goods.

PROVIDENCE County Council realized the importance of protecting farmers' returns when it joined hands with the Federal Administrator of the Providence milk license in bringing pressure on two dairy companies who were improperly withholding part of the pay due to dairy farmers. As a result of the council's action, $20,000 was returned to the farmers.

INVESTIGATING consumer price complaints on the spot is one of the most useful services many councils have performed. Sometimes they found the complaints well taken, as in Scranton, Pa., where prices of meats charged by certain stores fell back into line after several visits from council members. Other times charges of unreasonable price advances were found unjustified. Ordinarily consumers have no agency close at hand with which to check fair prices, and no recourse against unfair ones except to stop buying.

ECONOMY buying by group purchases for consumers with low incomes was promoted by Philadelphia's consumer council. Another help for hard-pressed consumers was the program worked up by the Maricopa County Council in Arizona with the local relief administration to conduct study groups for people whose incomes had suddenly been reduced, so that they would adjust themselves to spending less for food and still receive the greatest food value for their money.

KNOWING when to buy sometimes is a large part of the trick of buying economically. Consumers' council of Suffolk County, Mass., keeps local consumers informed twice every week over the radio of timely bargains in high food value for low food budgets.

PRICES alone, unrelated to quality, mean little to wise consumers. Too often there is no yardstick for measuring quality against price. Consumers are forced to develop their own unscientific standards by the expensive trial and error method.

STANDARDS of quality and sanitation naturally became one of the first concerns of county consumer councils. Some have campaigned for better enforcement of existing standards, some for the adoption of better standards or new ones where none were in existence. Others have pressed for adequate labeling of foods so that consumers can know before they buy what quality they are getting. Behind all these moves is the hope that consumers will be enabled not only to buy more economically but in greater amount.

ST. LOUIS Consumer Council was troubled about the sanitary rating of the milk sold in that city. They asked the Public Health Service to make a survey. This survey showed that St. Louis milk rated only 53 percent, against a rating of better than 90 percent in Louisville and Memphis. The council set to work for a new milk ordinance and won it. Administering this new ordinance is a dairy commission of 9 members, 3 of whom represent consumers. Two members of the county council have been named on this board. Assurance has been given the council that the United States Public Health Service will be brought in at the end of the first year of operation to check on progress toward a better milk supply.

AGAIN in Georgia the consumer council in Atlanta found their milk enforcement rating was the lowest of any large standard ordinance city. The council cooperated with health officials to secure better enforcement. Councils in Oklahoma and Cincinnati likewise have been working for better milk sanitation.

PERHAPS you may have noticed how difficult it is to whip some cream. Consumers in Phoenix, Ariz., discovered why when they checked the cream line in milk sold by two local dairies. They wanted to know whether this deep cream line meant the milk was really richer. The dairy inspector explained the milk was "viscolized" or "homogenized." Homogenized cream will not whip readily. This process practiced in many other places is not questionable except where it deceives consumers by artificially expanding the cream volume of the milk. The two local dairies in Phoenix discontinued the practice when they learned consumers' objection to it. Oklahoma's council reports local dairies have stopped it, too, as a result of its action.

ALL MEAT sold in Seattle, Wash., must be Government graded. When a housekeeper wants a low quality meat for stewing she knows exactly what grade to buy. When she wants to indulge in a first-class steak she does not have to depend on the price to tell her that she is getting a good cut. So useful a consumer aid in meat buying appealed to the Richmond (Va.) and Lincoln (Nebr.) County Councils which have been investigating the possibility of such a system for these cities.

GRADES for butter are another standard which consumer councils have urged. Some sent representatives to hearings to support a proposed marketing agreement for 11 western States in which one requirement would call for labels showing A B C consumer grades on all packages, and cream used in making butter would be graded.

Education in consumer self-interest through radio, news columns, movies, exhibits, mass meetings—has been one of the most important functions of many County Consumer Councils.

Montana councils worked for a butter-grading bill in their State legislature which, however, failed to pass.

GROCERS and housekeepers, many of the councils find, have the same stake in grades. Too often the retailer has as little information as his customers. Many of the councils discovered this when, at the request of the Consumers Division, they checked on the attitude of wholesalers and retailers toward requiring grade labels on canned goods. Forty-six councils made this survey and called on 70 wholesalers, 600 retailers, and 97 chain stores.

EVIDENCE from the councils' reports showed that there is great confusion among retailers as to the actual grade of the brands they carry. Out of 118 grocers carrying one nationally advertised brand of peaches, 93 said it was Grade A, 23 said it was Grade B, 2 said it was Grade C.

ALMOST none of the merchants interviewed carried goods showing Government

Representatives of County Consumer Councils have met with industry representatives to urge protection of consumer interests in AAA marketing agreements and NRA codes.

grades and the principal reason is that they are not available. Many retail grocers in addition were completely unfamiliar with the existence of Government grading for a few kinds of canned goods.

THE VAST majority of wholesalers and retailers, these councils found, were in sympathy with proposals for grade labeling. Most councils, too, reported enthusiasm for grade labeling among consumers in their communities while only a few recorded apathy. Grade labeling, they said, would give the consumer a guide which he has had never before and would be an additional factor in aiding him in making selections, while brand names would still enable him to choose within the grade.

FINDINGS from this survey were to have been presented at a proposed hearing on the Wholesale Grocers' Code under the NRA for the purpose of considering an amendment requiring informative labels on canned goods. As an evidence of the wide spread interest in grade labeling, one large chain-store group has already placed grade-labeled goods on the shelves of its stores, and the Executive Committee of the Food and Grocery Chain Stores of America has declared itself in favor of grade labeling.

MANY consumers are unaware that price is a poor index of the quality of many canned goods. To bring home to housekeepers the wide variation in quality, experts, cooperating with the Butler County (Ohio) Consumer Council, tested one can of every brand of green beans sold in Oxford and found that 5 of the 20 cans—all selling for 15 cents, all weighing 1 pound, 3 ounces—rated: Grade A, 1; Grade B, 2; Grade C, 1; Grade D, 1. Four cans, all rating Grade A, ranged in price from 15 to 22 cents. Results of these tests were published and brand names circulated confidentially to more than 500 consumers.

DISTRIBUTION costs have concerned some of the councils. The council in Kalamazoo, Mich., distributed questionnaires to determine the economy and convenience of their local system of milk distribution. Omaha's council decided it would be well to study its milk distribution system to find out what are its wastes and how much of the 3-cent advance in price since 1932 is actually going to farmers. In Hampshire and Hampden Counties, Mass., the council feels it has been an "important factor in keeping an increase in producers' price for milk from being handed on to consumers without a thorough account of distributors' books."

District of Columbia's County Council aided honest merchants and consumers in arguing for a larger appropriation for Washington's Department of Weights and Measures.

SHORT WEIGHT and short measure can take their toll from consumers if not scotched by an alert, well-staffed weights-and-measures department. When the chairman of the District of Columbia Consumer Council appeared before a congressional committee to urge a larger appropriation for the local department of weights and measures, she gave these startling figures: Short weight of only 1 ounce a pound would result in a loss by consumers in Washington of $156,000 a year on potatoes, $160,000 on butter, $360,000 on beef, and $365,000 on bread.

HONEST MERCHANTS know the value of all these consumer efforts to get full measure and full quality for fair prices. They see in county consumer councils an agency for equalizing competition. More than that, they realize that consumers can find more room in their food budgets for products of known quality, honest weight, fairly priced.

EDUCATION in consumer self-interest is one of the biggest-of-all tasks shouldered by the councils. By radio, in news columns, through study groups, exhibits, news reels, in almost countless other ways, these councils have carried to their constituents food facts that will help them buy more intelligently and thriftily. This service has been performed in many cases at great personal cost to council members. No funds from Government sources were available to them except in a very occasional and indirect way when councils had the services of a few relief workers.

NO ONE can measure quantitatively the value to consumers, to merchants, workers, or farmers of these activities of county consumer councils. But no one can well question that where they have been imaginative and aggressive they have performed a unique service in emphasizing the too-often-forgotten truth that consumption is the <u>end</u> and <u>purpose</u> of production.

More about Tariffs

IN THE March 25 issue of the CONSUMERS' GUIDE we published an article, "Consumers Face the New Deal in Foreign Trade", showing a few of the ways the tariff touches the life of an average consumer. We listed as examples some articles of common use whose prices are affected by high-duty rates. These rates, except that for granite monumental work, represented ad valorem equivalents of specific duties in 1932.

MANY hundreds of different rates apply to the different articles imported into this country. Some are higher than the examples quoted; some are lower. We made no effort to show average duties paid by large groups. Such averages reflect only the rates that are not prohibitive and are often more misleading than significant. They are weighted by the imports which enter in spite of the tariff and not by the varieties and grades consumed in the domestic market.

DUTIES quoted in each case were obtained from what we believed to be a reliable source. We find, since publishing the article, that we overstated several rates, chiefly because the source on which we relied had selected certain classifications instead of giving the whole range of rates. Going back to the original figures as compiled by the Department of Commerce we find that Foreign Commerce and Navigation of the United States for 1932 shows that matches in small boxes, having plain stems, entered at a rate equivalent to 56 percent ad valorem; it was only the larger boxes which paid a rate equivalent to 100 percent. Safety razor frames paid 43 percent and blades 47 percent, while other razors and parts paid equivalents of 117 to 233 percent ad valorem. The range on the different classifications of scissors and shears (excluding pruning and sheep shears) was from 102 to 181 percent. Briar pipes entered under an ad valorem equiva-

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Pointers to Cotton Dress Values

Whether you buy for fashion or service, these guides will lead you to bargains

STOCKING UP for the summer on cotton clothes leads to three financial considerations: How much you spend, what you get for it, and why.

ONLY YOU can know what your total outlay should be, but information can help with the other two questions.

NEW STUDIES of the Textile Division of the Bureau of Home Economics in the Department of Agriculture throw light on the painful question "When is a bargain not a bargain?"

CONSUMERS CAN learn the answer to this question more safely and surely in the matter of buying cotton clothes than in the case of clothes made from textiles other than cotton. For cotton, according to the Bureau of Home Economics, is easiest of all fabrics to judge for quality. That puts consumers in a lucky spot this year, with so much to choose from in gay cool clothes of an easily judged fabric.

FIRST TIP from the Bureau is to be sure you know what you want from the dress you buy—get clear in your own mind whether you are buying the dress to help you make a swishy entrance at a party or to stand the gaff of contact with office desk and washing machine alternately repeated all summer long.

FIRST THING every woman asks of any dress she buys is that it shall be becoming to her. That attribute is not intangible as it sounds, since if a dress is to stay becoming very long it must have very definite, tangible points which consumers can look for.

DANGER LIES in looking for the quality of becomingness by itself. If you don't watch out for each of the other points combined in the total effect, you may find becomingness a fleeting thing.

POINTERS TO cotton-dress value are strength and purity of fabric, color-fastness, nonshrinkability, style, fit, and workmanship.

ALL POINTS affect becomingness. Color obviously does. If the dress is not color-fast—fast to both sun and washing—it may exactly suit your skin and hair the week you buy it, and swear at them the next. If a dress shrinks into a different shape the first time it's washed, it can make a different person of you. Style and fit and the way a dress is made and trimmed may seem questions of personal taste alone, but look into the matter further and you'll find that there are very definite good and bad points to the cut and lines of a dress—things that make a big difference in the way it looks on you after it is washed and ironed.

AFTER DECIDING the purpose of the dress you are looking for, the next problem is the shop to buy it in. The Bureau of Home Economics recommends going to a shop that takes responsibility for the quality of the merchandise it sells. What you can demand in a cotton dress varies with the type of dress you buy and what you pay for it, but within a certain range you can expect certain things of clothes, and the shop should be responsible for seeing to it that you get them.

FABRIC COMES next on the study list for consumers. Even in a sheer dress

you want a material that is well woven, one that will keep its shape and stand up under laundering.

SIZING MAY fool an unwary consumer on this point of fabric construction. Cheesecloth can be dressed up to look like organdy—until it's washed. To separate the dress from its dressing, here is one trick: Rub a piece of it between your fingers. Sometimes if it is heavily sized the telltale particles of white dust will come out, and the weave will look more open where you've rubbed it. But other times you may run into a piece of goods made by the modern manufacturing methods that make it possible to put sizing in the material so that nothing but washing may remove it. Textile experts are hoping for a label on such a fabric as organdy, for instance, that would read "Permanent Finish."

ONCE SIZING is eliminated from the problem, a good firm weave of well-twisted yarn wears best. Knotty effects mean knotty problems in ironing. That bandbox look can be achieved easier and oftener in summer with clothes that leave the iron smooth as new. And a loose weave with some heavy threads and some fine ones will neither launder nor wear so well as a plain, honest-looking weave.

SHRINKING INFORMATION comes on labels sometimes nowadays. Look first for that. "Completely shrunk" or "will not shrink" are safest right now. You can expect that dresses with those labels will fit you just as well after washing as before.

"PRE-SHRUNK" is still none too definite, since standards have not been set for its meaning. Maybe it will shrink more and maybe less. But still it is a better label than none at all. A dress that has been shrunk first will surely shrink less than the same dress unshrunk. And manufacturers who give any definite information at all are more dependable than the ones who give none or vague generalities that are worse than none. Trade-marked shrinking processes can be a safeguard if you try them out. Finding them honest guarantees, be loyal to them in your purchases of all the things they label.

Dress fabrics received a new kind of attention on June 22 when the Bureau of Standards was host to a conference here where representatives of testing laboratories, textile mills, finishers, converters, dress manufacturers, textile consultants, and others interested discussed the establishment of standard tests and ratings for materials for women's dresses. The conferees were passing on a proposed commercial standard which lays down definite meanings and methods of tests for rating dress fabrics on these counts: Breaking strength; color fastness to crocking (rubbing), drycleaning, drypressing, laundering, and light; perspiration; "dry cleanability"; launderability; shrinkage and slippage. Standard testing is always the first step toward consumer information. This is the foundation upon which all informative labeling is built. Significance of the conference for the consumer lies in the fact that this is the first step in the direction of dress labels that give consumers concrete information about the value of the dress to the one who wears it.

"FAST COLOR" on a label may mean only fast to washing. "Color fast to sun and washing" is more definite. Some labels go even further into detail, which is all to the good.

FAILING TO find a label to guide you, you must depend on the store's responsibility. In a dependable shop, the salespeople know where they can safely make promises, and the store backs them up when they do.

FABRIC POINTS like weave, sizing, color-fastness, and shrinkage are fundamental in buying all cotton, whether it be material by the yard or material made up into any kind of garment. But where ready-made wash-dresses come into the picture, those points are only the beginning. Wise consumers keep as keen an eye open for washable styles as for washable fabrics.

How much you can spend, and how to get your money's worth for it are your first and second considerations. But the third vital point of financial interest is where your money goes. Here is a sample of the change in the cotton farmer's share in consumers' dollars spent for workshirts, based on average prices in 25 cities. These shirts have about 3.85 yards of cotton material in them. Consumers paid in May of this year an average of 89½ cents a shirt. Farmers received 11 cents for the raw cotton. Processing tax amounted to 3½ cents. These return in benefit payments to farmers cooperating in cotton adjustment. All handlers between the farmer and the consumer received 75 cents. In July 1933—before processing taxes but after cotton farmers' first adjustment program—consumers paid 73 cents; farmers received for the raw cotton close to 9 cents; and handlers in between received 64 cents. Putting it on a percentage basis, the farmer's share of each consumer-dollar spent for these workshirts increased from 12 cents in 1933 to 16 cents in 1935. Prices in May 1935 had advanced: To consumers, 23 percent; to farmers, 22 percent (not counting benefit payments). Margin gained 17 percent. Increased wages to workers answered for some of the gain in margin.

ONE TRICK is to imagine yourself at the ironing board. Figure out whether it would be easy or hard to make that particular cut and line take on the bandbox look.

BAD BREAKS for the laundress lie in fancy puff sleeves, necklines shirred or smocked; pleated ruffles; and rippling insets cut on the bias.

GOOD BREAKS are flatness about the neck and shoulders and pockets; sleeves either straight or flared; insets cut crosswise of the goods; skirts with gores or pleats barred at the top, marked so as to simplify ironing; and trimming that is just as sturdy as the dress.

MOST EMPHATIC rule of the Bureau of Home Economics is "Try on the dress carefully before you buy it." Picking a dress from a pile on the counter and guessing its size from a casual wrap around your waist is just asking for trouble. Almost as bad is the epidemic habit of trying one dress on over another. A real fitting will show where the dress does not fit you, and show whether the cut has been skimped. This is especially important in buying low-priced clothes, for a skimped cut may make a bargain into a mistake. Dresses are likely to soften with wear, and the first place to give way is the place where there is strain.

SEAMS TAKE the strain, and looking at them often gives you a complete answer to the question "When is a bargain not a bargain?" The first point to examine about seams is their width. Some dresses have wide enough seams so that they do not give way under strain, and, if they are wide enough to be let out, the dress rates two or three notches higher on that point. Examine the whole length of the seam, for some seams taper off to nothing in spots.

TYPE COUNTS in seams, too. Different kinds are right for different mate-

rials. French seams, necessarily correct for sheer, easily-fraying materials such as voile, are all wrong on heavy fabrics which don't ravel, like poplin, because they make the dress too bulky to fit well. On such unraveling material, mere "pinking" is an adequate seam finish.

HEMS POINT significantly to value. The first fold of the hem is better machine-stitched with the second fold basted up ready for hand-stitching, rather than the whole hem machine stitched in the first place.

BEST STITCHING is close and even, promising more permanence and better looks than long uneven chain stitching.

POCKET CORNERS without benefit of reinforcing have ruined many a good dress with their rips. See that all pockets are stitched at the corners, whether it's done before you buy the dress or after you get it home.

BUTTONHOLES are pitfalls for unwary consumers. In easily fraying material, the best choice is a style without buttonholes. In any case, well-made buttonholes mean expensive workmanship for which we must expect to pay.

TRIMMINGS MUST face laundering along with the dress. Check buttons and buckles to see if they can take it. Some have a label saying "Guaranteed Washable." Wooden ones often fade and break. Celluloid can't stand contact with a hot iron. Watch out for metal parts that lurk, covered and uncovered, on many dresses nowadays, ready to rust at the first touch of dampness. Covered buttons show another fault when the fabric pulls out. Painted tin buttons chip and rust, and buttons made of mirrors look snappy but bring bad luck in breaking. Belts should at least be cleanable, if not washable. Beware of combinations of unwashable leather with dress fabrics that should be washed.

More about Tariffs

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lent of 74 percent, not 99 percent. Duties on jack knives ranged from 90 to 179 percent ad valorem. The button on which the duty came to 136 percent ad valorem was a pearl button, only one of a dozen classifications in the tariff. Dolls or other toys or parts thereof of cellulose compounds were charged 109 to 129 percent ad valorem; other toys, unless containing lace and embroidery, are dutiable at 70 percent ad valorem.

THESE CORRECTIONS are made in the desire to maintain the standard of accuracy which the GUIDE has endeavored to adhere to from the beginning. We should point out, however, that although the above misstatements of rates were made through error in our source the corrected statement does not in any way destroy or minimize the validity of the point we are making: that in the most unsuspected but important ways the tariff is an everyday problem for consumers.

CONSUMERS and farmers both stand to gain by the provisions of the second AAA marketing agreement for evaporated milk, effective June 1 and replacing the original agreement effective September 8, 1933. (1) Out go fixed minimum and maximum selling prices. In their place will be an open price filing system without any waiting period; that is, manufacturers agree to report to the industry committee their prices and discounts so that everybody will know each manufacturer's selling terms. Immediately after filing, a sale can be made. (2) Prices and terms to farmers are improved. (3) Small manufacturers as well as large ones will have representation on the industry's committee. (4) Powers of the producers' committee to protect payments to farmers are increased. (5) Restrictions on sales direct from manufacturer to the retail trade are removed which should allow for flexible methods of distribution.

Your Food Bill

Kind of food	June 5, 1934	May 21, 1935	June 4, 1935	Change in year	Above or below June 1929
Dairy products:	¢	¢	¢	%	%
Milk, qt	11.1	11.9	11.9	+7.2	-16.2
Cheese, lb	23.5	25.8	25.6	+8.9	-32.6
Butter, lb	30.1	33.3	32.0	+6.3	-40.6
Beef:					
Round steak, lb	27.9	37.1	37.7	+35.1	-17.7
Rib roast, lb	22.2	31.0	31.3	+41.0	-16.8
Chuck roast, lb	16.3	24.5	24.9	+52.8	-18.9
Pork:					
Chops, lb	23.8	34.4	36.9	+55.0	-2.1
Lard, lb	10.1	18.7	19.0	+88.1	+3.7
Whole smoked ham, lb	20.5	27.2	27.9	+36.1	____
Lamb:					
Leg of lamb, lb	28.1	27.7	28.0	-0.4	-32.0
Breast lamb, lb	11.6	13.4	13.6	+17.2	____
Square chuck, lb	20.4	21.6	21.9	+7.4	____
Poultry and eggs:					
Hens, lb	24.3	30.1	30.2	+24.3	-27.1
Eggs, doz	23.7	32.0	32.0	+35.0	-22.7
Bread:					
White, lb	8.1	8.4	8.3	+2.5	-7.8
Rye, lb	8.6	9.0	9.0	+4.7	____
Whole wheat, lb	8.8	9.1	9.1	+3.4	____

CHANGES IN CITY RETAIL PRICES

(continued)

DURING the 6 weeks from April 23 to June 4 prices of food decreased slightly. The Bureau of Labor Statistics index of retail food prices on April 23 stood at 125.2 percent of the 1913 level. It fell to 124.5 on May 7, to 124.0 on May 21, and to 123.8 on June 4. This drop during the 6 weeks amounted to only 1.1 percent but it should at least help to calm the fears of some consumers who were fearful of an unbroken upward swing in food costs.

MOST OF THE post-drought rise in food prices occurred during January of this year. In February there was a further moderate rise. In March prices fell off slightly. There was a further increase in April but from April to June there was a continued moderate decline.

IMPORTANT in the price advance of the winter and spring has been the sharp increase in the prices of beef and pork. Prices of these foods still continue to rise. It appears likely that these meats will not be any cheaper throughout the remaining months of 1935. Other animal products such as dairy products, poultry and eggs, also stepped up in price during the winter because of the shortage of feed but it is expected that supplies of these products will be adjusted much sooner than will the supplies of meats. Production of dairy products is picking up rapidly with the coming of the pasture season. Prices of butter have been falling off sharply. Before the end of this year supplies of poultry and eggs may be increased as a result of the large hatching of chicks this spring.

WEATHER conditions during the summer may either improve or harm the prospects of most crops and it is too early to forecast with any high degree of accuracy the supplies of crops for the coming year. However, the supplies of early vegetables now coming on the market from the second early and intermediate producing areas are quite plentiful and prices of these vegetables have been dropping rapidly during the past few weeks. Most of these vegetables are now selling at very moderate prices, in many cases below those of last year.

JUNE 1st's crop report indicated that milk production per cow on June 1 was 18 percent higher than on May 1 and substantially above the levels of last year although it is still under average production

CHANGES IN CITY RETAIL PRICES

Kind of food	June 5, 1934	May 21, 1935	June 4, 1935	Change in year	Above or below June 1929
Cereal products:	¢	¢	¢	%	%
Flour, lb.	4.8	5.0	5.0	+4.2	+2.0
Macaroni, lb.	15.6	15.7	15.7	+0.6	-20.3
Wheat cereal (28-oz. pkg.)	24.2	24.5	24.7	+2.1	-2.8
Vegetables - canned:					
Corn, #2 can	11.3	13.0	13.0	+15.0	-17.7
Peas, #2 can	16.6	17.5	17.6	+6.0	+6.0
Tomatoes, #2, #2½ can	10.8	10.4	10.4	-3.7	-22.4
Vegetables - fresh:					
Potatoes, lb.	2.5	2.1	2.1	-16.0	-32.2
Onions, lb.	4.4	7.4	7.1	+61.4	+1.4
Cabbage, lb.	3.5	4.6	4.0	+14.3	+16.7
Vegetables - fresh:					
Lettuce, head	10.5	9.0	9.6	-8.6	____
Spinach, lb.	5.6	6.1	5.4	-3.6	____
Carrots, bunch	5.3	6.0	5.8	+9.4	____
Fruits - canned:					
Peaches, #2½ can	18.1	19.7	19.7	+8.8	____
Pears, #2½ can	21.0	23.0	23.0	+9.5	____
Pineapple, #2½ can	22.0	22.7	22.7	+3.2	____
Fruits - fresh:					
Apples, lb.	7.0	6.8	7.4	+5.7	____
Bananas, doz., lb.	22.3	21.9	22.0	-1.3	-30.6
Oranges, doz.	34.2	33.4	32.9	-3.8	-24.9

per cow at this time of the year. As feed supplies increase and the cows in the drought area catch up after short rations of last year, production per cow is expected to approach the usual summer level and by early fall may be higher than for any of the past 5 years. In the northeast where milk prices have been encouraging to producers, dairymen were milking more of their cows than usual and were securing more milk per cow than on any June 1 since 1930. Total milk production on June 1 appears to have been about 4 percent above the production on that date a year ago. The increase of nearly 9 percent in production per cow was partially offset by a decrease of around 5 percent in the number of milk cows on the farm.

THE COST of a month's supply of 10 important foods for a typical American family went from $21.42 in April to $21.67 in

Your Food Bill

(continued)

May. On the other hand the farm value of the products used in making these foods fell from $9.90 to $9.63, thus increasing the spread between farm values and city retail values from $11.52 to $12.04. This spread between farm and city prices is slightly above the average for 1934 and considerably above the spreads for the years 1932 and 1933 but practically the same as the spread which existed in September, October, and November of 1934. The increase from April to May may be due in some degree at least to a lag between changes in prices at the farm and changes in city retail prices.

RECENTLY we have received letters from several farmers indicating that producers of a number of crops in a number of areas are receiving a smaller percentage of the consumer's dollar than is shown in the figures of the 10 foods. This is undoubtedly true. There is a great deal of variation from commodity to commodity and from area to area in the percentage of the consumer's dollar going to farmers. No fresh fruits or vegetables are included in the 10 foods. In general the producer of fresh fruits and vegetables,

[Concluded on Page 27]

Special mimeographed release reporting retail food prices for May 20, omitted from this issue of the CONSUMERS' GUIDE, will be sent without charge to readers who address their requests to the Consumers' Counsel, Agricultural Adjustment Administration, Washington, D. C.

DAIRY PRODUCTS

PRICES of cheese and butter came down rather sharply during the weeks preceding June 4. The drop in cheese prices amounted to 0.3 cent a pound in the 4 weeks ending with that date while butter prices fell 3.3 cents a pound. There has been no change in the average retail price of milk for many weeks.

BUTTER prices in the wholesale market have been shrinking steadily since about the middle of April. During the week ending April 13, 92-score butter in New York City sold for an average of 37.6 cents a pound. From that date to June 15 the average price for each successive week was lower than the previous one and the average for the week ending June 15 was 24.3 cents. This was a drop of 13.3 cents a pound in the wholesale price during a period of 9 weeks.

DECLINE in the retail price of butter since April has been considerably more than the usual seasonal one. Ordinarily butter prices are highest in November and December and lowest in June. This year there was a substantial rise in the retail price of all butter from October to February. From February until April the market was somewhat irregular but in recent weeks there has been a scaling down of butter prices.

RECENT drop in the butter market has been due to the coming of the pasture season which has resulted in a marked increase in production. The Bureau of Agricultural Economics reports that an improvement in pastures and in feed prospects indicate heavier production during the last half of 1935 than in the same period in 1934.

IT IS expected that imports of butter which have been relatively heavy during the past few months will be greatly reduced this summer. The recent decline in prices in this country has greatly narrowed the margin between prices in this country and prices in foreign countries and it is not so profitable to import butter as it was a few months ago.

Average Retail Prices, June 4, 1935 (cents)

Markets	Fresh milk (quart)	Cheese (lb.)	Butter (lb.)
United States	11.9	25.6	32.0
New England:			
Boston	12.7	25.4	31.5
Bridgeport	13.0	29.7	33.8
Fall River	13.0	25.9	31.9
Manchester	12.0	26.3	31.3
New Haven	13.0	24.3	33.1
Portland, Maine	12.0	26.1	32.4
Providence	13.0	24.9	31.3
Middle Atlantic:			
Buffalo	12.0	26.4	31.4
Newark	13.0	28.0	32.8
New York	12.5	29.0	32.7
Philadelphia	11.0	29.3	33.4
Pittsburgh	12.3	27.1	32.6
Rochester	12.0	27.3	31.0
Scranton	11.0	26.4	31.6
East North Central:			
Chicago	11.0	28.3	31.3
Cincinnati	12.0	28.7	31.1
Cleveland	11.0	27.4	31.9
Columbus	10.0	28.6	31.8
Detroit	12.0	24.4	32.6
Indianapolis	10.0	25.5	31.1
Milwaukee	10.0	25.1	29.5
Peoria	11.0	24.6	29.6
Springfield, Ill	11.1	24.0	31.4
West North Central:			
Kansas City	11.0	26.7	30.9
Minneapolis	10.0	24.6	30.4
Omaha	10.0	26.1	29.5
St. Louis	12.0	24.3	32.2
St. Paul	10.0	25.2	29.5
Wichita	9.4	32.0	29.0
South Atlantic:			
Atlanta	14.0	23.4	35.8
Baltimore	12.0	26.9	34.4
Charleston, S. C	15.0	24.0	33.8
Jacksonville	15.0	22.4	33.2
Norfolk	14.0	23.4	34.3
Richmond	12.0	24.4	32.7
Savannah	14.0	21.4	33.5
Washington, D. C	13.0	25.6	33.9
East South Central:			
Birmingham	14.0	21.8	33.0
Louisville	12.0	25.2	30.6
Memphis	11.3	21.6	31.3
Mobile	13.0	23.1	31.2
West South Central:			
Dallas	11.0	26.7	29.0
Houston	12.0	21.4	33.0
Little Rock	12.0	23.4	28.5
New Orleans	11.3	23.7	32.8
Mountain:			
Butte	10.0	24.4	31.8
Denver	11.0	28.4	31.3
Salt Lake City	10.0	21.4	33.5
Pacific:			
Los Angeles	11.0	27.8	33.7
Portland, Oreg	11.3	22.7	32.2
San Francisco	12.0	30.1	34.4
Seattle	10.0	22.9	32.6

Average Retail Prices, June 4, 1935 (cents)

Markets	White (lb.)	Rye (lb.)	Whole wheat (lb.)
United States	8.3	9.0	9.1
New England:			
Boston	8.3	9.2	8.8
Bridgeport	8.7	9.1	9.2
Fall River	8.0	8.4	8.9
Manchester	8.3	9.0	8.7
New Haven	8.4	8.7	9.3
Portland, Maine	9.1	9.6	9.4
Providence	8.2	8.8	9.4
Middle Atlantic:			
Buffalo	8.7	8.5	9.4
Newark	9.4	9.5	9.6
New York	9.0	9.0	9.7
Philadelphia	8.7	9.9	10.6
Pittsburgh	8.3	8.9	9.1
Rochester	8.1	8.2	9.1
Scranton	9.2	9.6	9.9
East North Central:			
Chicago	7.4	7.9	9.0
Cincinnati	7.8	9.4	9.5
Cleveland	7.8	8.3	8.7
Columbus	8.1	9.1	9.3
Detroit	7.3	7.7	7.8
Indianapolis	7.4	7.7	8.9
Milwaukee	6.7	6.7	9.3
Peoria	8.0	9.0	8.9
Springfield, Ill.	8.8	9.6	9.8
West North Central:			
Kansas City	7.8	9.0	9.1
Minneapolis	8.4	8.8	9.3
Omaha	8.5	9.3	8.9
St. Louis	8.2	9.0	9.5
St. Paul	8.5	9.2	10.0
Wichita	7.3	9.1	7.8
South Atlantic:			
Atlanta	8.9	9.5	9.0
Baltimore	8.9	9.3	9.5
Charleston, S. C.	9.2	9.8	10.4
Jacksonville	9.7	9.9	10.0
Norfolk	8.3	8.7	9.0
Richmond	8.6	8.7	9.0
Savannah	9.5	10.0	10.5
Washington, D. C.	8.3	8.8	8.9
East South Central:			
Birmingham	9.8	9.8	10.0
Louisville	7.4	8.0	8.5
Memphis	8.4	8.9	9.3
Mobile	9.3	10.0	10.0
West South Central:			
Dallas	7.8	8.0	7.6
Houston	7.5	8.5	8.5
Little Rock	9.9	9.6	10.1
New Orleans	8.3	8.7	9.7
Mountain:			
Butte	9.5	9.6	9.6
Denver	7.7	9.2	7.9
Salt Lake City	7.0	9.4	7.0
Pacific:			
Los Angeles	7.2	9.3	7.9
Portland, Oreg.	9.1	10.1	9.2
San Francisco	9.6	9.6	9.0
Seattle	9.0	9.9	9.0

BREAD

WHOLE WHEAT bread was the only one of these three types to show an increase in price during the 4 weeks ending June 4. The average for the country went up 0.1 cent a pound. The report of May 21 indicated an increase of 0.1 cent a pound in the price of white bread but that was due entirely to a temporary situation in Kansas City as a result of a strike in bakeries. During the strike the price of bread in Kansas City was increased from an average of 7.8 cents to 12.9 cents a pound but is now back to the former level of 7.8 cents.

THERE APPEARS to be no reason for any general increase in bread prices at this time. Prices of both wheat and flour have been dropping somewhat during the past month or more and it is believed that the cost of bread ingredients at the present time is about the same as it was at the end of July 1934 and slightly below the average cost during the first half of this year.

IT WAS just about a year ago that bread prices began to rise. In March, April, and May 1934 the average price was 8 cents a pound. This was increased to 8.1 cents during June and early July and by August 28 had reached 8.4 cents a pound. It was reduced to an average of 8.3 cents on November 20 and has been maintained at that point ever since except for the temporary rise on May 21 due to the Kansas City situation.

CEREAL PRODUCTS

ONLY CHANGE in the price of cereal products during the 4 weeks ending June 4 was a rise of 0.2 cent on a 28-ounce package of wheat cereal. No detailed information is available at the present time to explain this increase in wheat cereal prices. The wholesale price of wheat has been tending definitely downward for several weeks. The average price of all classes and grades of wheat in six markets dropped from about $1.15 a bushel for the week ending April 20 to about 97 cents a bushel for the week ending June 15.

PRESENT CONDITIONS indicate a winter wheat crop in the United States of about 441,494,000 bushels. This is well above last year's small crop although it is still 29 percent below the 5-year average from 1928-32. The condition of the spring wheat crop appears to be a little better than average. The July 1 carryover is estimated between 150,000,000 and 170,000,000 bushels and this together with the 1935 crop is expected to result in a supply of wheat adequate to take care of normal domestic requirements and to allow for a normal carryover into the 1936 crop year.

OF COURSE the size of the wheat crop still depends to a large extent on weather conditions during the rest of the growing season but there appears to be nothing in the present situation which would indicate any unfavorable turns to supplies. If wheat prices are maintained at about their present levels there might be some drop in retail prices of wheat products during the coming months.

Average Retail Prices, June 4, 1935 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	5.0	15.7	24.7
New England:			
Boston	4.9	15.0	23.6
Bridgeport	5.4	16.9	25.7
Fall River	5.1	16.6	21.7
Manchester	5.4	17.5	25.6
New Haven	5.3	17.1	23.1
Portland, Maine	4.9	18.1	24.5
Providence	5.0	15.1	22.1
Middle Atlantic:			
Buffalo	5.1	16.7	25.2
Newark	5.3	16.0	23.1
New York	5.5	16.7	24.5
Philadelphia	5.0	16.4	24.9
Pittsburgh	4.6	16.0	23.3
Rochester	5.5	15.3	23.6
Scranton	5.0	17.0	24.9
East North Central:			
Chicago	5.0	14.8	24.5
Cincinnati	4.7	15.6	22.6
Cleveland	4.8	16.5	23.3
Columbus	4.4	17.6	27.3
Detroit	4.9	14.9	23.5
Indianapolis	4.4	15.0	25.7
Milwaukee	4.7	14.4	25.0
Peoria	5.0	17.0	24.5
Springfield, Ill	5.4	15.7	25.0
West North Central:			
Kansas City	4.7	15.6	23.1
Minneapolis	5.0	14.4	22.2
Omaha	4.6	18.9	24.5
St. Louis	5.0	16.7	25.6
St. Paul	4.9	14.3	23.6
Wichita	4.1	14.2	—
South Atlantic:			
Atlanta	5.5	17.1	26.1
Baltimore	4.9	16.2	24.5
Charleston, S. C	5.6	16.4	25.4
Jacksonville	5.6	15.2	26.3
Norfolk	5.1	16.1	25.4
Richmond	5.1	15.3	23.3
Savannah	5.4	16.0	25.4
Washington, D. C	5.4	15.5	23.8
East South Central:			
Birmingham	5.2	13.1	26.3
Louisville	4.9	14.5	24.7
Memphis	5.6	14.7	28.0
Mobile	5.2	16.8	25.4
West South Central:			
Dallas	4.9	17.2	27.1
Houston	4.7	13.1	22.8
Little Rock	4.9	16.3	28.7
New Orleans	6.2	9.8	24.0
Mountain:			
Butte	4.8	16.3	25.7
Denver	4.0	16.6	24.7
Salt Lake City	3.8	17.4	25.6
Pacific:			
Los Angeles	4.6	15.6	25.2
Portland, Oreg	4.5	17.0	22.2
San Francisco	5.i	16.3	24.7
Seattle	4.7	16.7	26.3

Average Retail Prices, June 4, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	37.7	31.3	24.9
New England:			
Boston	47.3	36.0	30.4
Bridgeport	46.2	37.5	29.5
Fall River	44.0	30.7	25.4
Manchester	45.4	31.7	27.8
New Haven	47.1	37.2	29.9
Portland, Maine	45.6	34.8	26.5
Providence	47.3	36.7	30.4
Middle Atlantic:			
Buffalo	36.3	32.0	26.0
Newark	45.9	35.4	26.7
New York	41.8	35.8	27.0
Philadelphia	41.8	36.6	27.6
Pittsburgh	39.5	33.1	27.1
Rochester	36.9	31.0	26.1
Scranton	40.4	33.6	29.3
East North Central:			
Chicago	35.6	33.4	26.5
Cincinnati	40.2	33.3	27.5
Cleveland	37.9	32.6	27.4
Columbus	40.2	30.4	27.0
Detroit	37.6	33.2	26.3
Indianapolis	38.4	30.1	26.6
Milwaukee	34.8	29.9	25.9
Peoria	35.2	28.7	24.1
Springfield, Ill	36.0	28.7	24.3
West North Central:			
Kansas City	33.7	29.3	23.1
Minneapolis	33.8	28.9	24.6
Omaha	35.4	26.9	24.2
St. Louis	40.0	31.7	24.4
St. Paul	33.0	29.1	25.7
Wichita	33.0	23.1	19.3
South Atlantic:			
Atlanta	38.1	30.1	24.7
Baltimore	38.3	32.3	24.7
Charleston, S. C.	32.7	27.5	20.3
Jacksonville	31.9	29.6	21.7
Norfolk	35.2	30.5	22.9
Richmond	39.7	32.9	24.9
Savannah	30.5	26.9	20.3
Washington, D. C.	41.6	33.8	27.3
East South Central:			
Birmingham	37.9	29.1	22.9
Louisville	37.1	27.7	23.9
Memphis	38.9	28.6	21.2
Mobile	34.2	26.1	20.7
West South Central:			
Dallas	39.8	32.7	23.2
Houston	36.8	30.4	20.8
Little Rock	34.8	27.7	21.0
New Orleans	34.0	29.7	20.3
Mountain:			
Butte	27.9	24.7	20.1
Denver	31.5	26.4	22.7
Salt Lake City	32.3	28.3	23.1
Pacific:			
Los Angeles	33.3	29.7	22.1
Portland, Oreg	27.1	23.6	19.1
San Francisco	34.3	31.2	21.6
Seattle	32.9	28.5	21.0

BEEF

BEEF PRICES continued to move upward. The average price of round steak on June 4 was 0.7 cent a pound higher than 4 weeks earlier. Rib roast was 0.4 cent and chuck roast up 0.8 cent. Round steak prices were about 35 percent above those of a year ago while chuck roast prices increased about 53 percent in the past year.

SINCE last fall increases in prices of beef and pork have been the most marked of all increases in food prices. Although beef and pork are considerably more expensive than they were a year ago, it should be remembered that they have increased from extremely low prices during the past few years.

IF PRICES of the different cuts of beef on June 4, 1935, are compared with the prices which existed on June 15, 1929, it will be found that they are from 18 to 19 percent below the 1929 levels. The present level of all food prices is about 20 percent under the prices of June 15, 1929. From this comparison it is apparent that present prices of beef are very nearly in line with the prices of other foods as they were 6 years ago.

THE WHOLESALE price of steers in Chicago fell off moderately during May but increased very slightly in the first half of June. There is commonly a lag between changes in the wholesale prices of steers and changes of retail prices of beef. Unless there should be another rise in the wholesale steer market in the near future there should be some lull in the rise of beef prices.

IT IS expected that cattle prices during the rest of this year and during the first half of 1936 will be supported by short supply of hogs. Cattle slaughter during the next 6 months as a consequence of the drought is likely to be much below that of the same months last year but will probably be as large as it was during the same months of 1932.

PORK PRODUCTS

PRICES of pork and other hog products continued to rise during the 4 weeks from May 7 to June 4. The average price of chops went up 3.4 cents a pound; lard, up 0.2 cent; and whole smoked ham, up 1.1 cents a pound.

WHOLESALE PRICES of hogs made a substantial advance during the month of May but the market fell off somewhat during the first half of June. The average price of packer and shipper hogs at Chicago rose from $8.87 for the week ending May 4 to $9.79 for the week ending June 1, but slipped back to $9.41 for the week ending June 15. There has not yet been any general drop in wholesale prices of hog products during June although the most recent quotations indicate a slight falling off in wholesale prices of pork loins. Hams and bacon on June 15 were selling at about the same prices as those which existed during the last week of May, while lard prices increased during the first half of June.

ORDINARILY the trend of the wholesale market for hogs is downward during May due to an increase in hog supplies from April to early June. This year prices rose during May due to extremely small offerings of hogs. Slaughter of hogs in May this year was the smallest for that month since 1896 and was slightly smaller than in April. Extremely small slaughter supplies of hogs are in prospect for the summer months.

FARM prices of both hogs and beef cattle increased slightly from April to May. The purchasing power of hog prices at the farm in May was 86 percent of pre-war parity while that of beef cattle prices was 102 percent of parity.

Average Retail Prices, June 4, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	36.9	19.0	27.9
New England:			
Boston	38.2	18.1	28.6
Bridgeport	39.1	17.9	28.8
Fall River	35.2	17.5	29.4
Manchester	36.1	18.3	29.0
New Haven	38.7	18.5	29.8
Portland, Maine	37.8	17.6	27.8
Providence	37.3	17.7	28.4
Middle Atlantic:			
Buffalo	39.3	17.7	27.5
Newark	38.7	18.9	28.7
New York	38.4	19.5	29.3
Philadelphia	39.9	19.2	28.2
Pittsburgh	40.2	18.3	26.9
Rochester	38.7	18.2	27.9
Scranton	41.3	19.7	27.7
East North Central:			
Chicago	37.9	18.4	27.1
Cincinnati	40.8	20.0	27.9
Cleveland	40.2	20.9	28.3
Columbus	38.4	19.2	28.0
Detroit	41.5	18.9	29.5
Indianapolis	37.8	18.3	26.9
Milwaukee	37.9	18.4	26.4
Peoria	35.6	19.3	27.1
Springfield, Ill	35.1	19.1	27.3
West North Central:			
Kansas City	35.4	18.6	27.7
Minneapolis	36.8	18.5	27.2
Omaha	33.4	19.8	27.8
St. Louis	38.6	18.4	27.9
St. Paul	36.2	18.8	27.7
Wichita	32.6	18.5	26.9
South Atlantic:			
Atlanta	34.3	18.5	25.8
Baltimore	37.3	18.1	29.2
Charleston, S. C	32.3	19.4	27.3
Jacksonville	30.9	19.9	26.3
Norfolk	33.0	18.1	27.0
Richmond	36.3	18.2	27.2
Savannah	30.3	18.5	24.8
Washington, D. C	41.8	18.7	28.1
East South Central:			
Birmingham	32.4	18.6	26.6
Louisville	35.1	19.1	25.6
Memphis	35.4	18.5	28.3
Mobile	31.4	18.7	26.7
West South Central:			
Dallas	34.3	20.7	27.2
Houston	31.9	19.0	25.6
Little Rock	31.9	19.0	27.6
New Orleans	32.8	18.7	26.6
Mountain:			
Butte	30.1	20.9	27.7
Denver	34.2	20.5	29.0
Salt Lake City	38.3	22.9	30.2
Pacific:			
Los Angeles	40.1	20.1	30.2
Portland, Oreg	31.7	19.7	27.9
San Francisco	37.9	20.8	30.9
Seattle	36.8	19.4	30.8

Average Retail Prices, June 4, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	28.0	13.6	21.9
New England:			
Boston	27.3	14.5	17.4
Bridgeport	28.5	12.1	22.5
Fall River	27.6	11.8	19.7
Manchester	28.2	15.8	22.5
New Haven	28.5	12.6	24.0
Portland, Maine	27.1	15.6	21.2
Providence	28.0	11.2	21.3
Middle Atlantic:			
Buffalo	27.9	14.7	23.8
Newark	28.9	14.1	23.9
New York	28.5	12.5	20.7
Philadelphia	28.8	9.2	20.3
Pittsburgh	28.9	15.6	23.9
Rochester	26.5	15.2	22.9
Scranton	31.0	14.3	25.6
East North Central:			
Chicago	28.4	12.3	22.7
Cincinnati	32.0	17.4	26.7
Cleveland	30.3	16.1	27.4
Columbus	30.8	16.2	26.6
Detroit	29.7	15.9	26.2
Indianapolis	31.2	14.4	23.8
Milwaukee	29.5	13.1	24.2
Peoria	29.3	13.5	22.6
Springfield, Ill	26.6	12.5	20.7
West North Central:			
Kansas City	36.5	16.1	22.7
Minneapolis	27.4	12.3	21.9
Omaha	27.1	10.8	19.7
St. Louis	27.6	16.9	22.6
St. Paul	26.3	12.3	22.2
Wichita	26.5	12.2	20.2
South Atlantic:			
Atlanta	25.5	14.6	21.2
Baltimore	29.4	15.3	23.9
Charleston, S. C	29.5	15.0	21.4
Jacksonville	27.1	13.0	20.4
Norfolk	27.1	12.7	17.2
Richmond	29.4	14.8	23.2
Savannah	28.1	14.8	21.3
Washington, D. C	28.6	13.7	23.9
East South Central:			
Birmingham	28.0	11.7	19.0
Louisville	29.8	16.0	23.8
Memphis	26.6	13.7	16.4
Mobile	27.3	14.6	19.0
West South Central:			
Dallas	29.3	17.0	20.9
Houston	29.7	15.0	17.7
Little Rock	27.0	14.1	20.1
New Orleans	27.1	13.3	17.4
Mountain:			
Butte	27.2	13.8	21.7
Denver	24.3	11.6	20.7
Salt Lake City	28.1	14.1	24.2
Pacific:			
Los Angeles	26.1	11.0	19.0
Portland, Oreg	22.7	11.7	18.4
San Francisco	27.3	11.0	19.6
Seattle	24.8	12.0	19.5

LAMB

LAMB PRICES have been increasing recently along with prices of other meats although the advance in lamb prices is much slighter than that in the prices of beef and pork. During the 4 weeks ending June 4 lamb legs went up 0.7 cent, breast up 0.3 cent and square chuck up 0.7 cent a pound. Present prices of leg of lamb are slightly below those of a year ago while prices of square chuck have increased 7 percent and prices of breast have gone up 17 percent from last year's levels. It is noticeable that during the past year the cheaper cuts of lamb and beef have both risen proportionally more than have the more expensive cuts.

SLAUGHTER supplies of new crop lambs were expected to continue fairly large in June as compared with last year but some falling off in supply may come in July and August.

INSPECTED slaughter of 1,580,000 head was 28 percent larger than in May 1934 and 13 percent above the May 5-year average and the largest inspected slaughter for May on record.

FARM PRICES of lambs were practically unchanged from April to May averaging $6.58 in April to $6.59 in May. The May 15 farm price represented 88 percent of pre-war parity.

POULTRY AND EGGS

DURING the 4 weeks ending June 4 the price of eggs rose 0.4 cent a dozen while the price of hens went up 0.6 cent a pound. The rise in egg prices since April has been considerably more than the usual seasonal increase. Egg prices in April this year as usual represented the low point and from now on until September can be expected to climb up. Prices of hens usually go down from now until the fall months.

WHOLESALE prices of eggs in New York City have been somewhat irregular for several weeks preceding June 15. The average price for the week of June 15 was somewhat below the levels which existed during most of May. It is quite possible, therefore, that the rise in retail prices of eggs during the next few weeks may be less abrupt than it has been since April.

PROBABLY prices of poultry are now at about their seasonal peak. Prices of eggs at the present look as if they would continue above last year's levels for some months at least. Storage stocks are low and receipts will probably continue to be light for some months. The seasonal rise from now until September may be greater than last year.

LOW RECEIPTS of eggs is due largely to smaller flocks of poultry on the farms. There was a substantial increase in hatchings this year, however. This will begin to affect the situation by next winter. Reports from commercial hatcheries indicate that hatchings in April 1935 were 19 percent above April 1934.

Average Retail Prices, June 4, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	30.2	32.0
New England:		
Boston	32.2	40.4
Bridgeport	34.6	40.4
Fall River	30.4	36.8
Manchester	33.3	37.1
New Haven	35.2	38.4
Portland, Maine	32.6	35.8
Providence	32.6	38.2
Middle Atlantic:		
Buffalo	32.0	32.8
Newark	34.7	39.9
New York	34.2	40.3
Philadelphia	33.6	34.4
Pittsburgh	30.0	32.1
Rochester	32.7	33.0
Scranton	35.8	33.3
East North Central:		
Chicago	31.4	32.4
Cincinnati	32.0	30.0
Cleveland	32.4	31.4
Columbus	30.6	29.4
Detroit	34.1	30.8
Indianapolis	28.5	27.0
Milwaukee	29.3	30.5
Peoria	27.5	26.6
Springfield, Ill	27.1	26.5
West North Central:		
Kansas City	27.0	30.1
Minneapolis	29.6	29.2
Omaha	26.5	28.2
St. Louis	28.5	28.9
St. Paul	28.8	30.0
Wichita	25.6	24.8
South Atlantic:		
Atlanta	26.3	31.0
Baltimore	33.0	32.5
Charleston, S. C	26.8	29.6
Jacksonville	27.8	30.5
Norfolk	27.2	30.4
Richmond	31.2	29.7
Savannah	22.5	27.6
Washington, D. C	35.1	36.2
East South Central:		
Birmingham	22.8	26.8
Louisville	27.0	28.5
Memphis	26.3	29.2
Mobile	23.8	24.1
West South Central:		
Dallas	25.3	28.4
Houston	30.3	28.8
Little Rock	23.4	27.1
New Orleans	25.7	28.4
Mountain:		
Butte	27.3	32.9
Denver	28.3	34.0
Salt Lake City	29.8	31.9
Pacific:		
Los Angeles	34.3	33.4
Portland, Oreg	26.4	30.4
San Francisco	37.5	35.2
Seattle	31.4	31.7

Average Retail Prices, June 4, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	2.1	7.1	4.0
New England:			
Boston	2.1	7.4	4.0
Bridgeport	2.0	7.6	5.1
Fall River	1.5	7.5	4.6
Manchester	1.3	7.7	4.8
New Haven	1.7	7.6	5.4
Portland, Maine	1.4	7.7	4.3
Providence	1.7	7.8	3.7
Middle Atlantic:			
Buffalo	1.8	6.5	4.0
Newark	2.3	7.7	4.4
New York	2.5	7.2	4.6
Philadelphia	2.1	7.2	3.4
Pittsburgh	1.9	7.5	4.3
Rochester	1.5	6.8	4.6
Scranton	2.1	7.4	4.4
East North Central:			
Chicago	2.3	6.8	4.1
Cincinnati	2.1	7.1	3.9
Cleveland	2.3	7.6	4.5
Columbus	1.6	7.7	4.4
Detroit	1.4	7.1	4.0
Indianapolis	1.1	7.3	4.1
Milwaukee	1.5	6.9	3.9
Peoria	1.8	8.0	4.5
Springfield, Ill	2.2	7.8	3.8
West North Central:			
Kansas City	2.6	7.2	4.3
Minneapolis	2.1	8.3	4.8
Omaha	2.5	7.7	5.3
St. Louis	2.1	7.0	3.6
St. Paul	2.0	8.0	5.1
Wichita	2.1	8.0	5.8
South Atlantic:			
Atlanta	2.0	7.2	2.6
Baltimore	2.0	7.6	3.6
Charleston, S. C	1.9	8.3	2.6
Jacksonville	1.6	6.9	2.6
Norfolk	2.0	7.6	3.0
Richmond	2.3	8.1	2.5
Savannah	1.7	6.1	3.1
Washington, D. C	2.2	7.0	3.5
East South Central:			
Birmingham	2.3	6.9	2.5
Louisville	2.0	6.8	3.7
Memphis	2.5	6.6	1.9
Mobile	1.8	4.9	2.7
West South Central:			
Dallas	3.4	6.0	4.2
Houston	3.0	5.1	2.8
Little Rock	2.0	6.7	2.9
New Orleans	2.0	4.2	3.0
Mountain:			
Butte	2.8	10.0	7.3
Denver	2.6	7.0	4.9
Salt Lake City	2.2	8.4	5.4
Pacific:			
Los Angeles	2.4	5.5	2.1
Portland, Oreg	2.0	7.0	5.0
San Francisco	2.8	6.3	7.9
Seattle	2.7	7.5	5.6

VEGETABLES

(Fresh)

POTATO PRICES remained unchanged during the 4 weeks from May 7 to June 4. During that time there was a sharp drop in wholesale prices of both old and new potatoes. The reason this was not reflected in retail potato prices is largely due to the fact that the retail prices of potatoes now being reported include a greater percentage of new stock which sells at a higher price than old stock. The June 4 retail price of potatoes was 16 percent under the prices of a year ago.

PRODUCTION of potatoes in the second group of early States and in the first section of the intermediate States is forecast at about 17 percent less than that of last year and about 15 percent below the 5-year average. This would indicate that prices of early potatoes are not likely to go much lower than they now are. Prospects for the late potato crop depend largely on weather conditions during the next month or two.

ONION PRICES dropped from an average of 7.7 cents a pound on May 7 to 7.1 cents on June 4.

CABBAGE PRICES dropped even more, falling from 6.7 cents on May 7 to 4.0 cents on June 4. This is only a little above the extremely low cabbage prices of last year. Supplies of cabbage and of many other early vegetables are increasing rapidly as the second early and intermediate areas are beginning to ship in volume. Prices of many of these early vegetables are now quite moderate. In the intermediate group of States cabbage yields are expected to be higher than those of a year ago except in New Mexico, New York, and Tennessee where they are slightly below. The average yield in this group of States is estimated at 16 percent above last year.

VEGETABLES

(Fresh)

LETTUCE dropped from 10.0 cents a head on May 7 to 9.0 cents on May 21 but increased to 9.6 cents a head on June 4. A year ago on June 5, lettuce prices averaged 10.5 cents a head. Lettuce shipments were heavy in May, particularly from central California, and total shipments of lettuce for the season to date are above last year. The June 1 crop report indicates that the condition of the lettuce crop is below average, and up to the present time sizes of western lettuce have been rather small although heads have been solid and clean. At this time of the year the consumer in eastern markets can buy both western lettuce of the iceberg type or locally produced leaf lettuce.

SPINACH prices fell sharply from 7.1 cents a pound on May 7 to 5.4 cents on June 4, which was slightly below last year's prices. From now on there will not be much carlot movement of spinach, and there is very little information on the market garden spinach crop which is raised near the larger markets.

CARROT prices went from 6.0 cents a bunch on May 7 to 5.8 cents on June 4. The movement of carrots to market has been heavier than last year. California is the main source of supply at this time of the year. Total crop from the second group of early States is expected to be about the same as last year but larger than average. The forecast of production of carrots indicates a crop in the early and second early areas slightly below that of last year. In the second early area, however, the crop should be considerably more than the 5-year average from 1929 to 1933. In the intermediate area, for instance New Jersey, North Carolina, and Virginia, the crop is also slightly below that of last year but considerably above the 5-year average.

Average Retail Prices, June 4, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	9.6	5.4	5.8
New England:			
Boston	10.4	4.9	6.5
Bridgeport	10.7	6.2	7.2
Fall River	11.8	6.3	6.7
Manchester	12.6	5.4	6.9
New Haven	11.0	5.2	7.3
Portland, Maine	12.2	5.7	6.8
Providence	12.4	4.4	6.7
Middle Atlantic:			
Buffalo	9.8	3.6	6.5
Newark	12.0	5.3	7.7
New York	11.2	5.9	7.2
Philadelphia	11.7	5.1	6.5
Pittsburgh	10.3	5.9	6.1
Rochester	10.0	5.2	5.8
Scranton	9.4	6.5	6.9
East North Central:			
Chicago	10.0	6.8	5.6
Cincinnati	8.2	7.0	5.8
Cleveland	12.6	5.0	5.9
Columbus	13.9	6.8	6.8
Detroit	9.7	4.2	5.9
Indianapolis	10.6	5.0	5.9
Milwaukee	9.3	5.4	5.4
Peoria	9.1	6.3	6.4
Springfield, Ill	8.6	5.2	5.3
West North Central:			
Kansas City	8.0	3.7	5.3
Minneapolis	9.4	5.1	5.7
Omaha	8.8	3.3	5.3
St. Louis	9.4	5.6	5.1
St. Paul	10.3	4.7	6.4
Wichita	6.7	6.6	5.0
South Atlantic:			
Atlanta	11.2	7.8	6.8
Baltimore	11.4	6.8	7.4
Charleston, S. C.	10.6	9.7	5.2
Jacksonville	9.8	7.5	5.8
Norfolk	10.7	5.2	7.3
Richmond	10.5	5.6	7.6
Savannah	11.1	9.3	6.0
Washington, D. C.	12.1	5.9	7.7
East South Central:			
Birmingham	10.0	7.2	5.6
Louisville	9.4	5.5	5.7
Memphis	7.3	6.8	4.8
Mobile	9.2	6.1	5.3
West South Central:			
Dallas	7.1	8.7	4.0
Houston	8.2	5.6	4.3
Little Rock	6.0	5.9	4.1
New Orleans	9.4	5.3	3.2
Mountain:			
Butte	9.2	8.2	7.4
Denver	9.2	3.6	5.4
Salt Lake City	8.1	2.8	4.5
Pacific:			
Los Angeles	6.3	2.6	2.7
Portland, Oreg	5.5	4.8	5.0
San Francisco	4.6	4.7	3.2
Seattle	5.3	3.4	4.9

Average Retail Prices, June 4, 1935 (cents)

Markets	Apples (lb.)	Bananas (doz., lb.*)	Oranges (doz.)
United States	7.4	*5.9	32.9
New England:			
Boston	7.1	*5.8	33.6
Bridgeport	8.2	*6.1	34.7
Fall River	7.6	*6.0	30.5
Manchester	6.8	23.4	38.6
New Haven	7.6	*6.5	34.6
Portland, Maine	7.8	*5.6	35.2
Providence	7.3	——	34.2
Middle Atlantic:			
Buffalo	5.4	24.8	33.0
Newark	8.0	23.8	36.7
New York	8.4	21.6	39.3
Philadelphia	7.3	19.6	32.5
Pittsburgh	6.3	23.4	35.7
Rochester	5.1	21.2	34.3
Scranton	7.4	19.5	33.5
East North Central:			
Chicago	8.3	*6.5	32.9
Cincinnati	7.3	*6.2	30.4
Cleveland	6.9	*6.2	35.7
Columbus	7.6	*6.3	35.6
Detroit	7.5	*5.5	36.2
Indianapolis	7.8	*6.5	35.1
Milwaukee	7.2	*6.1	33.1
Peoria	9.2	*6.8	32.3
Springfield, Ill	7.9	*7.9	32.7
West North Central:			
Kansas City	7.3	*6.7	32.7
Minneapolis	8.9	*8.4	37.0
Omaha	8.5	*7.8	34.3
St. Louis	8.0	*5.9	32.7
St. Paul	9.6	*7.9	37.6
Wichita	7.5	*7.2	35.7
South Atlantic:			
Atlanta	7.4	21.3	27.6
Baltimore	7.7	19.2	33.5
Charleston, S. C.	6.5	20.8	24.8
Jacksonville	6.9	15.3	27.0
Norfolk	6.4	19.6	35.5
Richmond	6.5	23.3	35.4
Savannah	6.8	19.2	27.1
Washington, D. C.	7.2	21.6	35.9
East South Central:			
Birmingham	8.0	*5.4	30.2
Louisville	6.9	*5.9	32.6
Memphis	8.8	*5.5	32.9
Mobile	6.9	14.8	28.8
West South Central:			
Dallas	8.8	*6.3	37.9
Houston	——	18.9	36.1
Little Rock	7.5	*5.7	33.2
New Orleans	8.4	15.0	31.4
Mountain:			
Butte	8.2	*9.7	31.1
Denver	8.4	*7.2	31.5
Salt Lake City	7.6	*7.6	26.0
Pacific:			
Los Angeles	7.4	*6.5	18.2
Portland, Oreg	5.1	*7.5	28.8
San Francisco	7.0	23.1	24.7
Seattle	5.1	*7.0	27.9

FRUIT

(Fresh)

SHIPMENTS of old apples have been holding up fairly well but the old crop will be gone in a few weeks and will be replaced by early apples from the South. The retail price of apples has been rising for several weeks as it usually does at this time of the year. On May 7 the average was 6.5 cents a pound and on June 4, 7.4 cents. The condition of the apple crop on June 1 was slightly better than average and a great deal better than last year. The set of fruit is heavier than usual in many of the important commercial areas.

PEACH prospects are also better than last year but 7 percent below the 5-year average. The peach crop is expected to be good in the southern States and in the north central States but not so good in California, Washington, and the northeast.

INDICATIONS are that the crop of cherries is slightly above last year while the crop of pears is below last year, mainly on account of losses in California.

ORANGES dropped from an average of 33.2 cents a dozen on May 7 to 32.9 cents on June 4. The latter price was about 4 percent under that of a year ago. At this time of the year there is a shift from Florida oranges and California navels to California valencias. There is a big crop of California valencias this year. Shipments from the southern district of California were heavy in May and it is expected that shipments will continue heavy throughout the summer.

JUNE 1 reports on the 1935-36 citrus crops show unusually low conditions on all kinds of citrus fruit in Florida and the Gulf States but nearly average conditions in California and unusually good conditions in Arizona. The poor condition of the 1935-36 crop in Florida and the Gulf States reflects damage from freezes and dry weather during the past season. In much of the Satsuma area the crop is expected to be a failure.

Average Retail Prices, June 4, 1935 (cents)

Markets	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can	Corn #2 can	Peas #2 can	Tomatoes #2 can (2½*)
United States	19.7	23.0	22.7	13.0	17.6	10.4
New England:						
Boston	19.3	23.2	21.9	13.8	17.6	12.5
Bridgeport	21.0	25.1	23.5	15.3	20.4	13.1
Fall River	18.4	22.3	22.3	11.9	18.3	10.3
Manchester	21.3	24.3	23.4	14.4	17.8	11.8
New Haven	21.3	24.3	23.8	14.5	18.5	12.1
Portland, Maine	20.6	24.6	22.9	13.3	17.6	11.3
Providence	18.3	20.5	21.9	12.5	19.3	10.4
Middle Atlantic:						
Buffalo	20.7	24.1	22.9	12.5	16.8	10.6
Newark	17.7	21.0	21.7	13.3	17.9	10.1
New York	17.6	21.0	20.9	13.0	17.8	10.0
Philadelphia	19.1	22.2	22.0	12.6	17.8	11.3
Pittsburgh	19.7	22.7	23.0	12.5	17.5	10.3
Rochester	21.4	23.9	23.1	14.1	16.5	11.4
Scranton	19.8	21.6	22.4	14.0	16.9	10.4
East North Central:						
Chicago	21.7	24.4	24.1	13.9	16.9	11.3
Cincinnati	19.8	24.3	23.3	12.0	18.1	10.5
Cleveland	21.2	24.3	24.4	14.1	17.0	11.9
Columbus	21.3	26.1	24.8	13.0	18.6	10.8
Detroit	19.2	22.8	23.2	11.0	19.1	10.1
Indianapolis	19.1	26.1	23.3	11.5	17.5	9.8
Milwaukee	21.7	20.5	23.7	13.1	18.5	10.9
Peoria	21.9	24.4	23.4	13.6	18.1	11.6
Springfield, Ill	21.8	27.0	24.5	14.0	19.0	12.8
West North Central:						
Kansas City	19.4	23.1	23.0	11.5	16.4	10.0
Minneapolis	20.9	23.7	24.6	11.9	17.1	11.3
Omaha	21.0	24.3	24.2	12.5	18.1	11.3
St. Louis	19.1	23.9	22.9	12.0	18.5	9.5
St. Paul	21.5	23.0	23.9	12.9	17.0	11.3
Wichita	18.1	21.4	22.3	12.8	16.3	10.0
South Atlantic:						
Atlanta	19.6	24.3	23.9	12.0	18.5	9.3
Baltimore	18.3	21.5	20.0	13.9	16.4	9.9
Charleston, S. C	19.2	22.3	22.7	11.8	17.8	9.9
Jacksonville	19.1	24.2	22.3	13.0	18.0	8.9
Norfolk	20.1	23.9	23.7	11.8	16.4	9.5
Richmond	19.4	23.6	22.5	13.0	18.5	9.1
Savannah	21.2	24.5	23.3	13.6	19.9	9.1
Washington, D. C	18.3	22.8	21.6	13.1	15.3	9.6
East South Central:						
Birmingham	20.1	22.1	24.1	13.1	15.6	9.1
Louisville	21.0	24.9	23.5	12.6	17.3	9.6
Memphis	18.8	22.5	21.6	12.6	18.0	10.0
Mobile	17.5	19.9	19.1	12.1	17.8	9.0
West South Central:						
Dallas	20.9	25.6	25.0	13.3	20.0	10.6
Houston	17.6	21.1	21.0	12.4	18.0	9.3
Little Rock	19.5	23.9	23.7	12.4	16.3	10.0
New Orleans	18.4	24.0	21.9	13.5	19.9	9.9
Mountain:						
Butte	20.9	23.4	24.3	13.5	17.5	11.8
Denver	21.3	24.4	24.4	14.5	17.8	12.0
Salt Lake City	20.6	24.4	23.6	13.9	16.9	*11.7
Pacific:						
Los Angeles	17.2	19.8	20.1	13.4	17.5	*12.4
Portland, Oreg	19.8	20.3	21.5	13.3	17.5	*13.3
San Francisco	17.7	20.6	20.6	14.5	16.8	*13.0
Seattle	20.3	21.0	21.4	14.0	18.0	*13.7

Your Food Bill

[Concluded from Page 15]

particularly in areas distant from the market, gets a much smaller proportion of the consumer's dollar than does the producer of some of the 10 foods included in the summary. For example, the California lettuce grower or the Florida citrus grower generally receives a small proportion of the consumer's dollar because there is necessarily a big cost of transportation and usually a number of other costs involved in getting these commodities from the producing areas to the consumers in the centers of population. On the other hand, market gardeners located within trucking distance of the principal markets are able to deliver their products to retail stores and in some cases directly to the homes of consumers. In this way they are able to get a larger proportion of the consumer's dollar. Over against this advantage, however, they may find their production costs are higher than they are in distant commercial regions because their farms are smaller and less specialized. In addition wage rates and land values may be greater.

DATA on the spread between farm values and city retail values of 10 foods may not indicate as accurately as we could wish the proportion of the total food bill of the consumer which goes to the farmer but it probably does indicate well the relative changes in the farmer's share of the consumer's dollar spent for some of the principal foods.

Consumer-Farmer Briefs from Washington

WHEAT FARMERS want to continue production control. Seven out of every 8 of the nearly 459,000 wheat farmers voting in the Nation-wide referendum on controlled production voted in favor of it. AAA is now drafting a new wheat contract to cover a 4-year period, starting with the 1936 crop year. At the end of any marketing year, 25 percent of the farmers in any major wheat area may call for a national vote on continuing.

AAA

PURCHASING power of farm products slipped down three points in May. In that month prices farmers received would buy 84 percent as much as in prewar years. In April they would buy 87 percent as much. A year ago, May 1934, they would buy 68 percent. Drop in May from April's high was due to a decline in prices of many products farmers have to sell while prices of products farmers buy stayed still.

AAA

FARMERS' real income must take into account not only prices at which they sell but the amounts sold and cash income from other sources. This total cash income must be measured against farmers' costs. May's report on farmers' cash income is not yet computed. In April it totaled $507,000,000, compared with $466,000,000 in March and $387,000,000 in April 1934. Total income for the 4 months, January to April, this year was $1,905,000,000 against $1,699,000,000 in the same months of 1934. These figures include $22,000,000 in benefit payments for the first third of this year and $104,000,000 in 1934. Costs to farmers in March and April 1935 stayed at about the same level, with only an increase in the latter month of one point from 127 to 128 percent of pre-war costs.

AAA

CONSUMERS paid their bills more promptly in 1934 than in 1933, the Department of Commerce reports after studying 12 kinds of retail business in 79 cities. Another evidence that consumers kept closer abreast of their bills was a slight decrease in merchants' losses on open-credit accounts and installment-credit accounts. At the same time total open-credit and installment sales increased. Full details are given in "Retail Credit Survey, 1934", obtainable for 10 cents from the Bureau of Foreign and Domestic Commerce.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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